

**Berryville-Clarke County Government Center
101 Chalmers Court, Second Floor
Meeting Room A/B
Called Meeting
August 28, 2018
9:00 a.m.**

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101 Chalmers Court, Second Floor
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Called Meeting
August 28, 2018
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↑ Denotes an item on where a motion for action is included in the packet

Attachment 1

Town of Berryville Social Media Policy

Draft May 30, 2018
Version 1.1

Draft June 6, 2018
Version 1.2

**Draft August 21, 2018
Version 1.3**

I. INTERNAL POLICY

A. Purpose

This document defines the social media and social networking policy for Town of Berryville, the "Town". To address the fast-changing landscape of the Internet and the way residents obtain information online, the Town may consider using social media tools to reach a broader audience.

The Town must ensure that official social media use complies with applicable law. Further, the Town has an overriding interest and expectation in deciding what is "spoken" on its behalf on social media sites.

This policy establishes guidelines for the use of social media.

B. Applicability

This policy shall apply to:

- Personal use of social media by Town employees
- Use of official social media sites by elected and appointed officials (official social media site)
- Use of official Town social media sites (official Town social media site)

C. Use of Personal Social Media Sites by Town Employees

All Town officials or employees may have personal social networking, Web 2.0 and social media sites. These sites should remain personal in nature and be used to share personal opinions or non-work related information. Following this principle helps ensure a distinction between sharing personal and Town views.

Town employees shall not use their Town e-mail account or password in conjunction with a personal social networking, Web 2.0, or social media site.

If a Town employee decides to comment or post about Town business on their personal social media, Web 2.0, or social networking site, then it is recommended that the employee use a disclaimer such as: "The postings on this site are my own and don't reflect or represent the opinions or positions of the Town of Berryville."

D. Use of Official Sites by Elected and Appointed Officials

All official Town-related communication through social media, Web 2.0, and social networking outlets shall remain professional in nature and shall be maintained and archived in accordance with the provisions of this policy and applicable law.

Officials should not use official social media sites, Web 2.0, or social networking sites for political purposes, to conduct private commercial transactions, or engage in private business activities.

Officials should be mindful that their usage of official social media sites, Web 2.0, and social networking sites are subject to the Virginia Freedom of

Information Act (FOIA). The official is responsible for maintaining the site in a manner consistent with law.

Officials are encouraged to use a disclaimer such as: "The postings on this site are my own and do not represent the opinions or positions of the Town of Berryville." on their site.

E. Use of Official Town Social Media Sites by Town Employees

Employees shall not use official Town social media site, Web 2.0, or social networking sites for political purposes, to conduct private commercial transactions, or to engage in private business activities.

Town employees should be mindful that inappropriate usage of official Town social media, Web 2.0, and social networking sites can be grounds for disciplinary action. If social media, Web 2.0, and social networking sites are used for official Town business, the entire Town site, regardless of any personal views, is subject to best practices guidelines, and standards; including but not limited to the FOIA.

Only individuals authorized by the Town Manager may publish content to a Town Web site, official Town social media site, or official Town social computing technologies.

All posts or comments made on behalf of the Town shall conform to this policy and guidelines provided by the Town Manager.

F. Social Media Site Approval and Content Archiving

All official Town social media sites shall be (1) approved by Town Manager; (2) published using approved social networking platform and tools; (3) administered by the Town Clerk or other official designated as administrator by the Town Manager; and (4) archived in a manner that conforms to the requirements of FOIA and other applicable legal requirements.

All official social media sites maintained by elected or appointed officials shall be reported to the Town Manager and the Town Clerk. Said elected or appointed official shall provide the Town Manager and Town Clerk with any and all information required for the archiving regimen approved by the Town Council.

G. Oversight and Enforcement

Employees representing the Town through social media sites or participating in social media features on Town websites must maintain a high level of ethical conduct and professional decorum. Failure to do so is grounds for revoking the privilege to participate in official Town social media sites, blogs, or other social media features; and disciplinary action.

Information must be presented following professional standards for good grammar, spelling, brevity, clarity and accuracy, and avoid jargon, obscure terminology, or acronyms.

Town employees shall recognize that the content and messages they post on social media websites are public and may be cited as official Town statements.

Social media shall not be used to circumvent other Town policies or requirements.

Town employees representing the Town through social media sites or participating in social media features on websites may not publish information that includes:

- Violations of local, state or federal Law
- Sexually explicit content
- Confidential information
- Copyright violations
- Profanity or derogatory content or comments
- Partisan political views
- Commercial endorsements or SPAM
- Other content designated as prohibited by the Town

H. Records Retention

Official Town social media sites and official social media sites maintained by elected and appointed officials contain communications sent to or received by the Town, its elected and appointed officials and its employees, and such communications are therefore public records subject to Virginia Freedom of Information Act. These retention requirements apply regardless of the form of the record (for example, digital text, photos, audio, and video).

The department or official maintaining a site shall preserve records pursuant to a relevant records retention schedule for the required retention period in a format that preserves the integrity of the original record and is easily accessible. Furthermore, retention of social media records shall fulfill the following requirements:

- Social media records are captured with a frequency and in a fashion that will minimize potential loss of data due to deletion and/or changes on the social networking site.
- Social media records are archived in a manner that preserves the context of communications, including conversation threads, to ensure completeness and availability of relevant information when records are accessed.
- Social media records are indexed based on specific criteria such as date, content type, and keywords to ensure that records can be quickly located and produced in an appropriate format for distribution (e.g. PDF).
- FOIA Officers shall have access to all social media public records.

II. EXTERNAL POLICY

The following guidelines shall be displayed to users on all official Town social media sites or made available by hyperlink. It is recommended that the following guidelines be displayed to users on all official social media sites maintained by elected and appointed officials or made available by hyperlink.

A. Moderation of Third Party Content

This site serves as a *limited public forum* and all content published is subject to monitoring. User-generated posts will be rejected or removed when the content:

- is off-subject or out of context
- contains obscenity or material that appeals to the prurient interest
- contains personal identifying information or sensitive personal information
- contains offensive terms that target protected classes
- is threatening, harassing or discriminatory
- incites or promotes violence or illegal activities
- contains information that reasonably could compromise individual or public safety
- advertises or promotes a commercial product or service, or any entity or individual
- promotes or endorses political campaigns or candidates

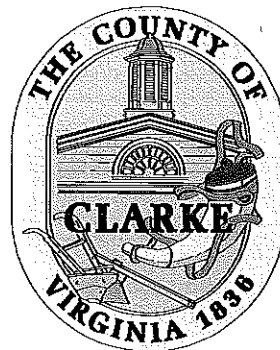
B. Public Records Law

Official Town social media sites and official social media sites maintained by elected and appointed officials are subject to applicable the Virginia Freedom of Information Act. Any content maintained in a social media format related to Town business, including communication posted by the Town and communication received from citizens, is a public record. The department or official maintaining the site is responsible for responding completely and accurately to any public records request for social media content.

Social Media Policy

Clarke County, Virginia Public Information Office

Social Media Policy



Page No.: 2
Revision No.: NEW

Distribution: All Staff, Constitutional Officers

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Social Media Policy

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Social Media Policy

Overview

Social media are fundamentally different than mainstream media and have their own unique issues. For example, social media platforms are always on, creating a new set of demands for employees who manage accounts for Clarke County, Va. However, social media also provide a greater degree of openness and transparency, making it possible for county employees and elected officials to receive input — both positive and negative — from the people affected by government decisions.

By using social media, residents can contribute to the policy development process. Clarke County government turned a traditionally one-way communication activity into a two-way or even multi-way interaction, thus creating opportunities for the government to engage with the community it serves.

Social media cannot replace other forms of communication, and there are risks associated with using it. Nevertheless, Clarke County employees and officials can minimize problems by adhering to this Clarke County Social Media Policy to manage accounts for maximum benefit and legal compliance.

1. Introduction

The purpose of this policy is to set the framework, requirements and processes that form the basis of how Clarke County uses social media to interact and engage with its residents, visitors and the global community.

This policy includes guidelines for maintaining official county social media accounts and content that reflects Clarke County values as well as its expectations regarding how county employees comport themselves on social media platforms.

The Board of Supervisors, County Administrator and Director of Public Information will be responsible for ensuring adherence to this policy and reviewing it on a regular basis.

1.1. Background

Social media are acceptable methods of communication in the 21st century. Social media afford local governments the opportunity to engage with users in a personal and more direct approach, narrowing the gap between local government and the community. Social media

Social Media Policy

includes but is not limited to Facebook, Twitter, Instagram, YouTube and Flickr.

By adopting social media as forms of communication, Clarke County can better inform, understand, respond to and attract the attention of specific audiences. It enables interactive communication not possible via other platforms such as newspapers, television or radio. Social media create the opportunity for joint responsibility and participation between Clarke County and its residents. Responsiveness, openness and mutual respect are essential at all times.

1.2. Purpose

The purpose of Clarke County, Va., social media is to:

- connect Clarke County government with the constituents it serves in a cost-effective way that strengthens and promotes good relationships,
- improve information delivery,
- provide real-time interaction, and
- promote Clarke County's identity, culture and values (also known as brand).

1.3. Goals

The primary goals of using social media are:

- increase awareness of county services,
 - increase awareness of county policies,
 - promotes government meetings and county events,
 - consult and engage with specific target groups,
 - complement the existing communication methods and processes,
 - provide additional platforms through which Clarke County government keeps abreast of taxpayer and general public comments and perceptions regarding the county,
 - quickly disseminate urgent information,
 - correct misinformation, remedy mistakes or alter services to build strong relationships,
 - provide more methods by which stakeholders can engage with the county, and educate.
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2. Social Media Accounts Management

The nature of social media requires frequent posting and responsiveness, so it is not feasible for every post or response to go through a comprehensive approval process. However, all information should be verified, accurate and — if necessary — checked by the appropriate director prior to posting. Employees who are responsible for maintaining social media accounts should exercise good judgment in accordance with this Clarke County Social Media Policy. When in doubt, contact the Clarke County Director of Public Information.

- 2.1. All official Clarke County social media accounts and websites — and all their content — belong to Clarke County regardless of who originally created the accounts and/or content.
 - 2.2. The Director of Public Information manages content on official "Clarke County, Virginia" accounts with oversight provided by the County Administrator.
 - 2.3. The Director of Public Information monitors all official Clarke County accounts and reports data to the County Administrator. Rarely used accounts or those that do not advance the county's goals will be deactivated.
 - 2.4. All official Clarke County social media accounts must have at least three administrators: the primary site administrator, the Director of Public Information and the County Administrative Assistant. The primary administrator may add other employees as administrators.
 - 2.5. Social media administrators must be immediately removed from accounts when they leave the employment of Clarke County.
 - 2.6. All government departments may submit content for official "Clarke County, Virginia" social media platforms to the Director of Public Information for approval and posting. Some content may require additional approval by the County Administrator or Board of Supervisors.
 - 2.7. The Director of Public Information will respond to positive or negative developments from engagement via social media accounts on the respective social media platforms when such responses are required.
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Social Media Policy

2.8. Social media account administrators will have the necessary technology to manage accounts, and they are encouraged to utilize the skills of the Director of Public Information in order to reflect the Clarke County brand in their work. *(Note: A "Clarke County Editorial and Graphics Style Manual" will be developed in 2018.)*

2.9. Posting is forever. Text, images and videos on official Clarke County sites cannot be deleted. This includes comments posted by others. *(See section 5, "Social Media Content Guidelines.")*

2.10. Social media sites must comply with applicable federal, state and local laws, regulations and policies. That means:

- Content management must adhere to established laws and policies regarding copyright, records retention, Freedom of Information Act (FOIA), First Amendment, privacy laws and information security policies established by Clarke County.
- All content on official Clarke County social media sites is archived for the county government by an outside vendor.
- Posts deemed technically harmful or inappropriate shall be promptly documented and saved according to record retention guidelines and may be removed only after consultation with the County Administrator and/or Director of Public Information.

2.11. The county's website — www.clarkecounty.gov — remains the primary online source of all official county information. Social media accounts exist to complement the website and enhance communication.

3. Social Media Code of Conduct

Nothing about social media changes the responsibilities and obligations of Clarke County government employees with regard to their private accounts or access to social media outside of work hours; the county employees' Code of Conduct applies. No employee or elected/appointed official is permitted to share:

- content that is unlawful, defamatory, racist, sexist, homophobic or insulting,
 - content that is harassing, threatening, obscene, pornographic, indecent, lewd, foul language, suggestive or otherwise objectionable,
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Social Media Policy

- anything that is untrue,
 - content, including photos and videos, that features explicit political messages,
 - content that criticizes individual community members, co-workers or elected officials by name,
 - content that infringes on the privacy of others, and/or
 - unsolicited sales messages (spam).
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3.1. All Clarke County, Va., Government Employees:

- Employees may not do anything on social media that damages or tarnishes the reputation of Clarke County; employees must always act in its best interests of the county. For example, county employees may not negatively comment on social media about issues associated with Clarke County government.
 - Everything Clarke County employees do and say on social media reflects the county's reputation. Use sound judgment and common sense, act with professionalism and integrity and adhere to Clarke County's values.
 - Employees who violate any terms in this policy will be subject to disciplinary action.
 - Do not use the official Clarke County seal on any personal social media site.
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3.2. Clarke County, Va., Elected and Appointed Officials:

- Elected and appointed representatives may not use their county government titles for any personal social media accounts. For instance, personal accounts for "Supervisor John Doe" or "Commissioner Mary Smith" are prohibited.
 - Campaigning is restricted to personal social media accounts. Official Clarke County social media sites will never share or endorse any political content.
 - Clarke County elected officials should refrain from divulging administrative information via social media platforms regarding government-related issues that are not finalized. Official county business must first be clarified and verified by the County Administrator before being made public.
 - Everything Clarke County elected officials do and say on social media reflects the county's reputation. Use sound judgment and
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common sense, act with professionalism and integrity and adhere to the county's values.

- Do not use the official Clarke County seal on any personal social media site.
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4. Public Comments on Clarke County Social Media Sites

Clarke County invites all stakeholders — residents, visitors, businesses, potential residents and prospective businesses — to share opinions and feedback.

- 4.1. Some level of criticism is expected, and it presents an opportunity to participate in the conversation, correct misinformation and deliver good customer service. Respond to negative comments with constructive feedback rather than censorship. When in doubt, contact the Clarke County Director of Public Information.
 - 4.2. It is sometimes appropriate, within the professional judgement of the Board of Supervisors, County Administrator and Director of Public Information to allow public commentary to take its course without county intervention.
 - 4.3. Some negative comments may need a private response via telephone or email to avoid prolonged negative conversations in a public forum.
 - 4.4. Response to service issues or general questions require prompt replies in order to mitigate any frustrations and provide good customer service.
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5. Social Media Content Guidelines

Clarke County social media content must not discriminate in any way and should not reflect a bias. County employees must remain impartial yet informative when communicating with the public. It is essential that information shared on various social media platforms is not sensitive or confidential in any way. County employees should refer to internal departmental policies and guidelines regarding what may or may not be confidential information.

In addition to the "Clarke County Editorial and Graphics Style Manual" (to be developed in 2018), use these general editorial and graphics guidelines for all official Clarke County social media posts.

- All content on official Clarke County social media sites should advance the goals of Clarke County.
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- Do not post or share content that is unrelated to Clarke County.
 - Do not post or share content that appears to endorse a religion or political affiliation.
 - Think before sharing content from one official Clarke County page to another because comments and replies become part of the official social media archive, too. Is the employee sharing content informed enough to reply to comments and questions? Is the content appropriate for another page? Is there value in sharing the content?
 - Use a light, friendly tone when appropriate.
 - Avoid using jargon or acronyms not generally understood by the public.
 - Use proper names and job titles for county employees and elected officials; do not use nicknames or abbreviations.
 - Use proper names of county roads, e.g. U.S. 50 (John Mosby Highway), Va. 7 (Harry Byrd Highway), U.S. 340 (Lord Fairfax Highway in county; Buckmarsh Street through Berryville), etc. Not all roads are "routes."
 - Do not use emoticons or more than one exclamation point.
 - Try to limit posts to one or two sentences. Photos are worth a thousand words.
 - Ideally, photos should be taken by county employees and must not appear to promote any professional photography business.
 - Avoid using clipart and stock photos.
 - Never use copyrighted material without written permission.
 - Do not post any photographs, videos or specific information pertaining to accidents, incidents, investigations or anything related to law enforcement, fire and rescue or emergency medical services without permission from the County Administrator, the Clarke County Sheriff, the Director of Clarke County Fire, EMS and Emergency Management and/or the Director of Public Information.
 - Use great care not to post photos that reveal personal details about individuals such as license plates numbers, house numbers, etc.
 - Use great care not to post unflattering photos of individuals.
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Social Media Policy

- Ask parents for permission before taking photos of their small children, and do not take or post images of children that could be perceived as inappropriate.
 - Consistently use hashtags such as #clarkecountyva and #clarkecounty.
 - Direct readers to the official Clarke County government website as much as possible.
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6. Use of Recording Devices in Government Meetings

Media representatives or members of the public who are present in government meetings may wish to record the proceedings. Because these meetings are held to conduct county business, the public has a right to be present. Virginia law allows for any person to photograph, film, record or otherwise reproduce any portion of a public meeting. The government body conducting the meeting may adopt rules regarding the placement and use of equipment necessary for broadcasting, photographing, filming or recording a meeting to prevent interference with the proceedings, but may not prohibit or otherwise prevent any person from recording a meeting.

- 6.1.** Individuals participating in meetings — elected and appointed officials, county employees, etc. — must be aware that mobile devices with internet access and cameras are capable of publicly sharing information in real time.

End of document.

Attachment 2

Job Description

Job Title: Town Manager
Department: Administration
Supervisor: Town Council
FLSA Status: Exempt
Prepared By: KRD
Prepared Date: 06/30/2018
Approved By:
Approved Date:

Summary

Chief Executive Officer of the Town who is responsible for the proper administration of the Town government. Manages and directs the organization toward its primary objectives, as defined by Town Council, by performing the following duties personally or through subordinate managers.

Position appointed by Town Council for an indefinite term and serves at the pleasure of the Town Council.

Essential Duties and Responsibilities include the following. Other duties may be assigned by Town Council.

- Performs duties as enumerated in the Berryville Charter and the Berryville Code.
- Exercises general control over Town departments and offices of the Town.
- Attends meetings of the Town Council with the right to speak but not to vote.
- Establishes current and long range objectives, plans, and policies in accordance with the directives of Town Council.
- Arranges for an annual audit by a certified public accountant pursuant to established purchasing policies and procedures.
- Dispenses advice, guidance, direction and authorization to carry out plans and procedures, consistent with established policies of the Town Council.
- With the Town Treasurer, oversees the adequacy and soundness of the Town's financial structure and reports same to Town Council. Advises Town Council on financial matters. Advises Town Council on future needs of Town.
- Reviews operating results of the organization, compares them to established objectives, and takes steps to ensure that appropriate measures are taken to correct unsatisfactory results.
- Establishes and maintains an effective system of communications throughout the organizations.
- Represents the Town and Town Council as necessary.
- With the Town Treasurer submits annual budget to the Town Council and is responsible for the administration of adopted budget.

- Perform other tasks as assigned by Town Council.

Supervisory Responsibilities

Manages five subordinate supervisors who supervise employees in the Administration Department, Planning and Community Development Department, Police Department, Public Works Department, and the Public Utilities Department. Is responsible for the overall direction, coordination, and evaluation of these units. Carries out supervisory responsibilities in accordance with the organization's policies and applicable laws. Responsibilities include interviewing, hiring, and training employees; planning, assigning, and directing work; appraising performance; rewarding and disciplining employees; addressing complaints and resolving problems.

Qualifications

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education and/or Experience

Master's degree in Public Administration or related field from an accredited college or university and five years related experience and/or training; or equivalent combination of education and experience.

Language Skills

Ability to read, analyze, and interpret common professional and technical journals, financial reports, and legal documents. Ability to respond to common inquiries or complaints from Town Council, citizens, or regulatory agencies. Ability to write speeches and news releases for that conform to prescribed style and format. Ability to effectively present information Town Council, civic and citizens groups, and other public officials.

Mathematical Skills

Ability to work with mathematical concepts such as probability and statistical inference. Ability to apply concepts such as fractions, percentages, ratios, and proportions to practical situations.

Reasoning Ability

Ability to solve practical problems, collect data, establish facts, and draw valid conclusions. Ability to interpret an extensive variety of technical instructions in mathematical or diagram form and deal with several abstract and concrete variables.

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this Job, the employee is frequently required to walk; sit and reach with hands and arms. The employee is regularly required to use hands to finger, handle, or feel. The

employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, color vision and ability to adjust focus.

Work Environment

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this Job, the employee is occasionally exposed to moving mechanical parts and outside weather conditions. The noise level in the work environment is usually moderate. When inspecting work, position may be exposed to a loud noise level.

Basis for evaluation of Candidate for Position

The Town Manager shall be chosen solely on the basis of his/her executive and administrative qualifications, with special reference to their actual experience in or knowledge of accepted practices in respect to the duties of the position.

Drug and Alcohol Testing

Position is subject to testing as provided under the Town of Berryville Drug and Alcohol Testing Policy.

This job description is not intended to be all inclusive and the employee will also perform other reasonably related duties as assigned by immediate supervisor and other management as required.

The Town of Berryville reserves the right to revise or change job duties and responsibilities as the need arises. This job description does not constitute a written or implied contract of employment.

Job Description

Job Title: Assistant Town Manager for Administration / Treasurer

Department: Administration

Supervisor: Town Manager

FLSA Status: Exempt

Prepared By: DAM

Prepared Date: 06-29-2017

Updated Date: 06-30-2017

Approved By: KRD

Approved Date:

Summary

This Department Head position plans and directs the activities of the Administrative Department, supervises Administrative Department personnel, and performs related work as required. Serves as Town Treasurer. Performs or supervises performance of all accounting functions, including maintenance of fiscal records, preparation of financial statements and a variety of fiscal and statistical reports; assists the Town Manager with preparation of the CIP and annual budgets; acts as purchasing agent; Assists Town Manager as needed.

In absence of the Town Manager and the Assistant Town Manager for Community Development & Operations, position coordinates administration of town operations.

Position is appointed by Town Council for an indefinite term and serves at the pleasure of Town Council.

Essential Duties and Responsibilities include the following. Other duties may be assigned by Supervisor.

- Administers and directs the activities of the Finance and Administration Department within approved budgetary limits and town purchasing policy requirements, supervises Administrative Department personnel, and performs related work

TREASURER DUTIES

Serves as Town Treasurer and performs tasks as prescribed in the Code of Virginia and the Berryville Code. Oversees receipt of all taxes, license taxes, assessments and other monies, revenues and funds belonging to the town and assures deposit of same as directed by the Town Manager or Town Council. Maintains fund accounts and monitors and maintains fund investments. Pays all approved bills and accounts related to the town. Prepares monthly trial balance, revenue and expense reports and cash fund analysis for Town Council. Co-signs accounts payable checks

- Balances monthly bank statements
- Balances general ledger
- Initiates collection of delinquent taxes and fees
- Processes ACH Transfers

- Compiles financial records for the annual audit and shall assist the auditor as requested
- Reviews all bills presented for payment and prepares list for council approval
- Maintains and safeguards town financial files
- Advises the Town Manager and Town Officials on financial matters and keeps the Town Manager and keeps the Town Manager and Town Officials apprised of the financial condition of the Town
- Assists Town Manager in Capital Improvements Program budgeting process
- Initiates administrative and legal actions regarding violations of tax and fee related ordinances and regulations
- Attends meetings, as directed by the Town Manager or Town Council, most of which are after regular working hours, and acts as staff advisor to the Town Council
- Creates and maintains the fixed asset inventory
- Serves as professional staff to Town Council and Budget and Finance Committee.

ASSISTANT TOWN MANAGER DUTIES

- Reviews time and attendance records prior to payroll processing
- Coordinates daily town administration in the Town Manager's and the Assistant Town Manager for Community Development & Operation's absence
- Performs responsible, highly technical work in the administration of town ordinances and regulations
- Authors ordinances and regulations and amendments to the above referenced regulations
- Assists Town Manager in annual budget preparation. Prepares budget calendar, compiles all departmental budget expenses requests, assists in revenue estimates, supplies year to date information, prepares salary requests and benefit estimates, prepares CIP information. Revises budget drafts as necessary and finalizes budget in accordance with the determinations of Town Council. Prepares budget synopsis for publication of same. Distributes approved budget
- Assists with or writes and administers certain grant applications. Serves as assistant grants coordinator for state/federal funding programs
- Addresses citizen complaints and concerns in a timely professional manner
- Reviews citizen requests for utility bill adjustments on behalf of the Town Manager
- Prepares annual departmental budget
- Organizes, maintains and safeguards departmental files

- Responds to surveys and questionnaires
- Coordinates special projects as assigned by Town Manager
- Maximizes office productivity through proficient use of appropriate software applications
- Researches and develops resources that create timely and efficient workflow
- Plans office layout, develops office budget, and initiates cost reduction programs
- Reviews clerical and personnel records to ensure completeness, accuracy, and timeliness
- Prepares activities reports for guidance of management
- Coordinates activities of various clerical departments or workers within department

PURCHASING AGENT DUTIES

- Serves as Town Purchasing Agent as set forth in Town purchasing policies
- Reviews and approves all purchase orders to determine availability of funds and conformity with Town and state purchasing policies
- Prepares purchase order requested for all administrative functions
- Prepares requests for bids or proposals as needed. Reviews and approves all bid documents for the town
- Interacts daily with the public and with vendors

DUTIES IN SUPPORT OF OTHER POSITIONS

- Provides backup to Finance Clerk for payroll and accounts payable functions
- Provides backup to the FOIA Officer (Town Clerk)
- Assists with human resources functions

OTHER DUTIES

- Other duties as assigned by the Town Manager

Supervisory Responsibilities

Supervises all Administrative Department personnel. Carries out supervisory responsibilities in accordance with the organization's policies and applicable laws. Responsibilities include interviewing, and training employees; planning, assigning, and directing work; appraising performance; rewarding and disciplining employees in accordance with the Town's policies and directives of the Town Manager; and addressing complaints and resolving problems.

Position, as a member of top management team, assists Town Manager in supervising operations of all departments as necessary. In absence of Town Manager and the Assistant Town Manager for Community Development & Operations, position assumes supervision over Town personnel.

Competencies

To perform the job successfully, an individual should demonstrate the following competencies:

Analytical - Synthesizes complex or diverse information; collects and researches data; uses intuition and experience to complement data; designs work flows and procedures.

Continuous Learning - Assesses own strengths and weaknesses; seeks feedback to improve performance; pursues training and development opportunities; strives to continuously build knowledge and skills; shares expertise with others.

Job Knowledge - Competent in required job skills and knowledge; exhibits ability to learn and apply new skills; keeps abreast of current developments; requires minimal supervision; displays understanding of how job relates to others; uses resources effectively.

Use of Technology - Demonstrates required skills; adapts to new technologies; troubleshoots technological problems; uses technology to increase productivity; keeps technical skills up to date.

Design - Generates creative solutions; translates concepts and information into images; demonstrates attention to detail.

Problem Solving - Identifies and resolves problems in a timely manner; gathers and analyzes information skillfully; develops alternative solutions; works well in group problem solving situations; uses reason even when dealing with emotional topics.

Project Management - Develops project plans; coordinates projects; communicates changes and progress; completes projects on time and budget; manages project team activities.

Customer Service - Manages difficult or emotional customer situations; responds promptly to customer needs; solicits customer feedback to improve service; responds to requests for service and assistance; meets commitments.

Communications - Expresses ideas and thoughts verbally; expresses ideas and thoughts in written form; exhibits good listening and comprehension; keeps others adequately informed; selects and uses appropriate communication methods.

Cooperation - Establishes and maintains effective relations; exhibits tact and consideration; offers assistance and support to co-workers; works cooperatively in group situations; works actively to resolve conflicts.

Managing Customer Focus - Promotes customer focus; establishes customer service standards; provides training in customer service delivery; monitors customer satisfaction; develops new approaches to meeting customer needs.

Oral Communication - Speaks clearly and persuasively in positive or negative situations; listens and gets clarification; responds well to questions; demonstrates group presentation skills; participates in meetings.

Teamwork - Balances team and individual responsibilities; exhibits objectivity and openness to others' views; gives and welcomes feedback; contributes to building a positive team spirit; puts success of team above own interests; able to build morale and group commitments to goals and objectives; supports everyone's efforts to succeed.

Written Communication - Writes clearly and informatively; edits work for spelling and grammar; varies writing style to meet needs; presents numerical data effectively; able to read and interpret written information.

Qualifications

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education and/or Experience

Bachelor's degree in accounting or related field from an accredited college or university; or equivalent with experience in accounting. A minimum of five years of related experience and an Associate's degree may be accepted in lieu of a Bachelor's degree. A minimum of 10 years of related experience and course work in accounting may be accepted in lieu of a Bachelor's degree.

Must have extensive knowledge of the principles and practices of public accounting. Must have extensive experience with and knowledge of the Virginia Public Procurement Act. Must have experience in office procedures and organizational techniques. Must have extensive knowledge of bookkeeping methods and terminology and of accounting principles and practices. Must have extensive experience with computer accounting applications. Must be able to maintain financial accounts and prepare financial statements and reports.

Language Skills

Ability to read, analyze, and interpret the most complex documents. Ability to respond effectively to the most sensitive inquiries or complaints. Ability to write speeches and articles using original or innovative techniques or style. Ability to make effective and persuasive speeches and presentations on controversial or complex topics to top management, public groups, and/or elected officials.

Mathematical Skills

Ability to work with mathematical concepts such as probability and statistical inference. Ability to apply concepts such as fractions, percentages, ratios, and proportions to practical situations. Must have extensive knowledge of public accounting principles.

Reasoning Ability

Ability to define problems, collect data, establish facts, and draw valid conclusions. Ability to interpret an extensive variety of technical instructions in mathematical or diagram form and deal with several abstract and concrete variables.

Computer Skills

To perform this job successfully, an individual should have knowledge of Accounting software; Database software; Internet software; Human Resource systems; Payroll systems; Spreadsheet software and Word Processing software.

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is frequently required to walk; sit and reach with hands and arms. The employee is regularly required to use hands to finger, handle, or feel. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job included close vision, color vision, and ability to adjust focus.

Work Environment

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is usually moderate.

Background Investigation

The nature of this position requires examination and review of criminal history and credit history.

Drug and Alcohol Testing

Position is subject to testing as provided under the Town of Berryville Drug and Alcohol Testing Policy.

This job description is not intended to be all inclusive and the employee will also perform other reasonably related duties as assigned by immediate supervisor and other management as required.

The Town of Berryville reserves the right to revise or change job duties and responsibilities as the need arises. This job description does not constitute a written or implied contract of employment.

Town of Berryville
Job Description

Job Title: Assistant Town Manager for Community Development & Operations
Department: Planning and Community Development
Reports To: Town Manager
FLSA Status: Exempt
Prepared By: KRD
Prepared Date: 11/10/98
Updated Date: 05/15/2018
Prepared By: KRD
Approved By: KRD
Approved Date: 12/18/98

SUMMARY

This Department Head position plans and directs activities of the Planning Community Development Department, supervises Planning Department personnel, and performs related work as required. Performs professional tasks in the administration and enforcement of municipal planning functions: comprehensive planning; zoning, subdivision, site plan, storm water management regulations, and erosion and sedimentation control regulations; historic district ordinances; downtown revitalization and community economic development; and capital improvements programming. Assists Town Manager as needed.

In absence of the Town Manager, position coordinates administration of town operations.

Position is appointed by Town Council for an indefinite term and serves at the pleasure of Town Council.

Essential Duties and Responsibilities include the following. Other duties may be assigned.

- Administers and directs the activities of the Planning and Community Development Department within approved budgetary limits and town purchasing policy requirements; supervises Planning Department personnel, and performs related work.
- Coordinates daily town administration in the Town Manager's absence.
- Serves as Town Zoning Administrator and Erosion and Sediment Control Program Administrator and Inspector, and performs duties as prescribed in the Code of Virginia.
- Serves as professional staff to Town Council, Community Improvements Committee of Town Council, Planning Commission, Board of Zoning Appeals, Architectural Review Board, Berryville Area Development Authority, Tree Board, and other boards and prepares meeting packets, agendas, and formal minutes to the above referenced boards and commissions.
- Serves as Recycling Coordinator and Economic Development Coordinator.
- Performs responsible, highly technical work in the administration of Town ordinances and regulations.
- Coordinates planning matters with Clarke County Planning Department, Planning Commission, and Board of Supervisors.
- Coordinates planning matters with special committees, consultants, and regional planning agencies.
- Serves as alternate to the Northern Shenandoah Valley Regional Commission Board of Directors.

- Conducts day to day administration and enforcement of zoning, subdivision, site plan, erosion and sedimentation control, storm water management, and historic district regulations as well as portions of the Berryville Code.
- Authors ordinances and regulations and amendments to the above referenced regulations.
- Reviews and analyzes development plans and issues, determines compliance with applicable ordinances and regulations, and presents staff reports and recommendations to boards and commissions reviewing such issues.
- Advises the Town Manager and Town Officials on planning matters and keeps the Town Manager and Town Officials apprised of pending planning matters.
- Advises the Town Manager and Town Officials on items related to Community Improvement Committee, Planning Commission, Board of Zoning Appeals, Architectural Review Board, Berryville Area Development Authority, and Tree Board.
- Guides Comprehensive Planning Process and ensures compliance with state law.
- Assists Town Manager in Capital Improvements Program budgeting process.
- Issues or causes to be issued (as applicable) various zoning, sign, and other permits as authorized by applicable regulations.
- Interacts daily with the public and with the development community, providing general and site specific planning information and responding to inquiries on all planning matters.
- Attends meetings, most of which occur after regular working hours, and acts as staff advisor to the above referenced boards.
- Assists with or writes and administers certain grant applications.
- Prepares annual departmental budget
- Informs the general public and news media on planning matters, including preparation of mailings, public notices, press releases, articles, presentations, and reports.
- Organizes, maintains, and safeguards departmental files.
- Assists with utilities systems planning and mapping.
- Works with Clarke County to coordinate and update Town data for Geographical Information System.
- Coordinates special projects as assigned by Town Manager.
- Performs other tasks as assigned.

Supervisory Responsibilities

Supervise all Planning Department Personnel. Carries out supervisory responsibilities in accordance with the organization's policies and applicable laws. Responsibilities include interviewing potential hires; training employees; planning, assigning and directing work; appraising performance; rewarding and disciplining employees in accordance with the organization's policies and directives of the Town Manager; and addressing complaints and resolving problems.

Position, as a member of top management team, assists Town Manager in supervising operations of all departments as necessary. In absence of Town Manager, position assumes supervision over Town Personnel.

Qualifications

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education and/or Experience

Master's degree in Urban Planning or related field from an accredited college or university with a Bachelor's degree in Urban Planning, Public Administration, Engineering, or related field from an accredited college or university or equivalent with experience in urban planning. A minimum of two years of related experience may be accepted in lieu of a master's degree.

LANGUAGE SKILLS

Ability to read, analyze, and interpret the most complex documents. Ability to respond effectively to the most sensitive inquiries or complaints. Ability to write speeches and articles using original or innovative techniques or style. Ability to make effective and persuasive speeches and presentations on controversial or complex topics to top management, public groups, and/or elected officials.

MATHEMATICAL SKILLS

Ability to work with mathematical concepts such as probability and statistical inference. Ability to apply concepts such as fractions, percentages, ratios, and proportions to practical situations.

REASONING ABILITY

Ability to define problems, collect data, establish facts, and draw valid conclusions. Ability to interpret an extensive variety of technical instructions in mathematical or diagram form and deal with several abstract and concrete variables.

CERTIFICATES, LICENSES, REGISTRATIONS

Must become certified through the Commonwealth of Virginia in Erosion and Sedimentation Control Program Administration and Inspector and must maintain certifications.

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is frequently required to walk; sit and reach with hands and arms. The employee is regularly required to use hands to finger, handle, or feel. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job included close vision, color vision, and ability to adjust focus.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Knowledge, Skills, and Other Abilities

- Knowledge of Town organization, operations, policies and procedures
- Knowledge of general development and construction terminology
- Knowledge of basic land-use, architectural and engineering principles, practices and standards
- Knowledge of basic project management techniques for private and public building and facility development processes
- Knowledge of legal requirements for the execution of agreements, legal conveyances and financial transactions
- Knowledge of computer software, including word processing, spreadsheet, permit tracking and database applications
- Knowledge of Federal, State, and Town rules, regulations, policies, principles, practices, procedures, codes, and ordinances related to municipal/regional land use planning
- Knowledge of municipal infrastructure, building, site design, research methodology, statistical techniques and data base applications utilized in planning
- Skill in assessing and prioritizing multiple tasks, projects and demands
- Skill in establishing and maintaining effective working relationships with elected and appointed officials, contractors, associate personnel, professional groups, developers, Town staff and the general public; excellent customer service a must

Economic Development Related Items

- Serves as a point of contact for businesses, developers and contractors who use City economic development services including financial assistance, site selection assistance, tax increment financing, and other municipal actions and services related to a specific project.
- Promotes economic development in the Town through personal contacts with existing/new businesses and professional development groups.
- Administers the Town's economic development incentive programs.
- Serves as staff for the Clarke County Economic Development Advisory Committee.
- Prepares information on utilities, taxes, zoning, transportation, community services, demographics, financing, and other data sheets and topics related to marketing the community for economic development.
- Seeks, prepares and implements grants and/or funding sources for economic development projects.
- Performs work in a confidential nature.

Additional Requirements

- Must currently possess, or have the ability to obtain, a valid Virginia driver's license. Preferred candidate must pass pre-employment drug test and background check.
- Effectively collaborates with the other Town departments to coordinate effective and efficient Town wide planning, development plan reviews, and other actions as required.